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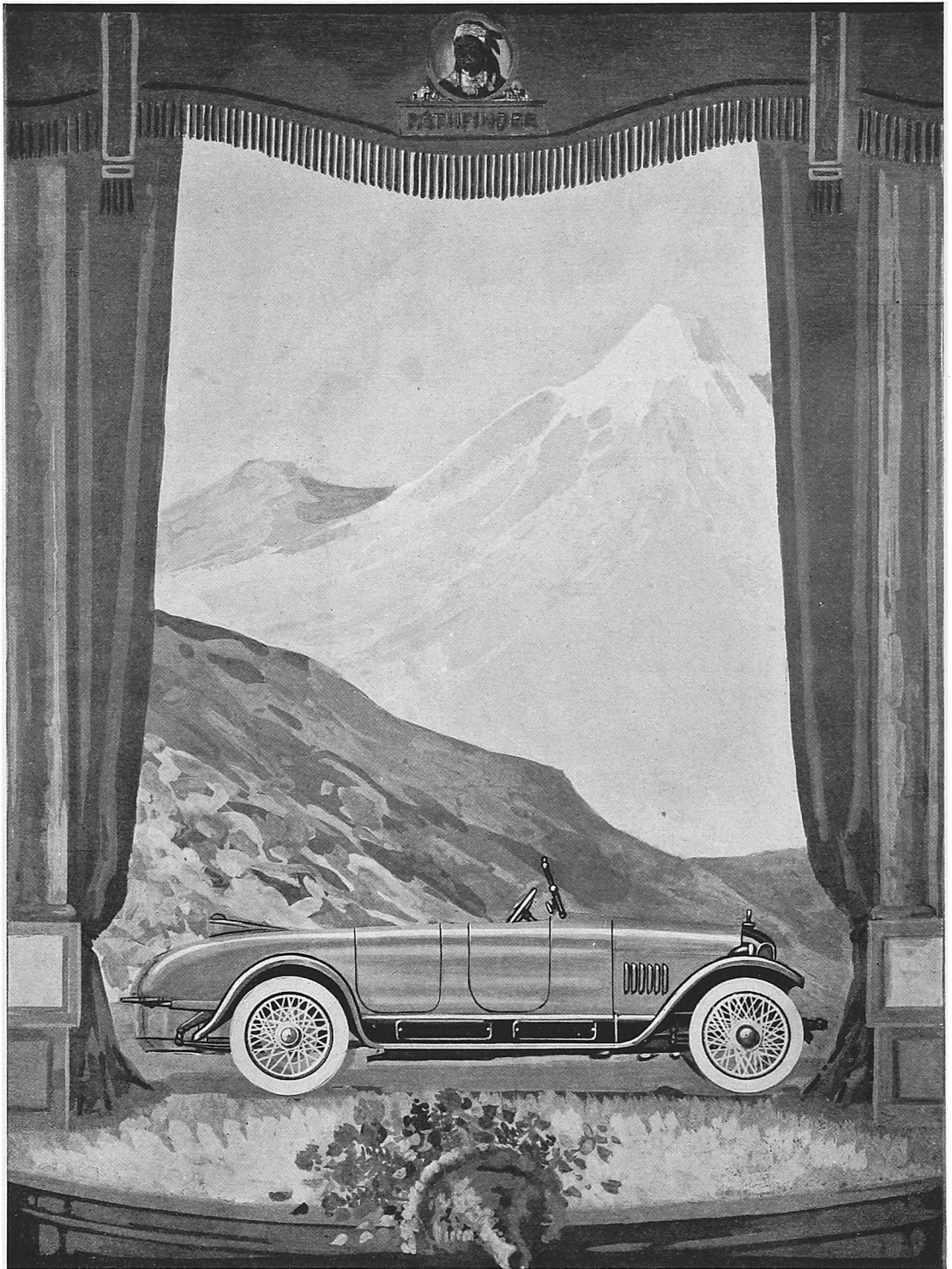
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**THE NEW MODEL OF A TRULY HIGH-GRADE CAR (THE PATHFINDER) SHOWS HOW MUCH A SYMPATHETIC AND INTELLIGENT DESIGNER CAN ACHIEVE ALONG SIGNIFICANT LINES**

*—Courtesy The Pathfinder Company, Indianapolis*

# REPRINT From The Fine Arts Journal



Go call a coach and let a coach be called,  
And let the man that calleth be the caller,  
And in his calling let him nothing call  
But "Coach, coach, coach! Oh, for a coach, Ye Gods."

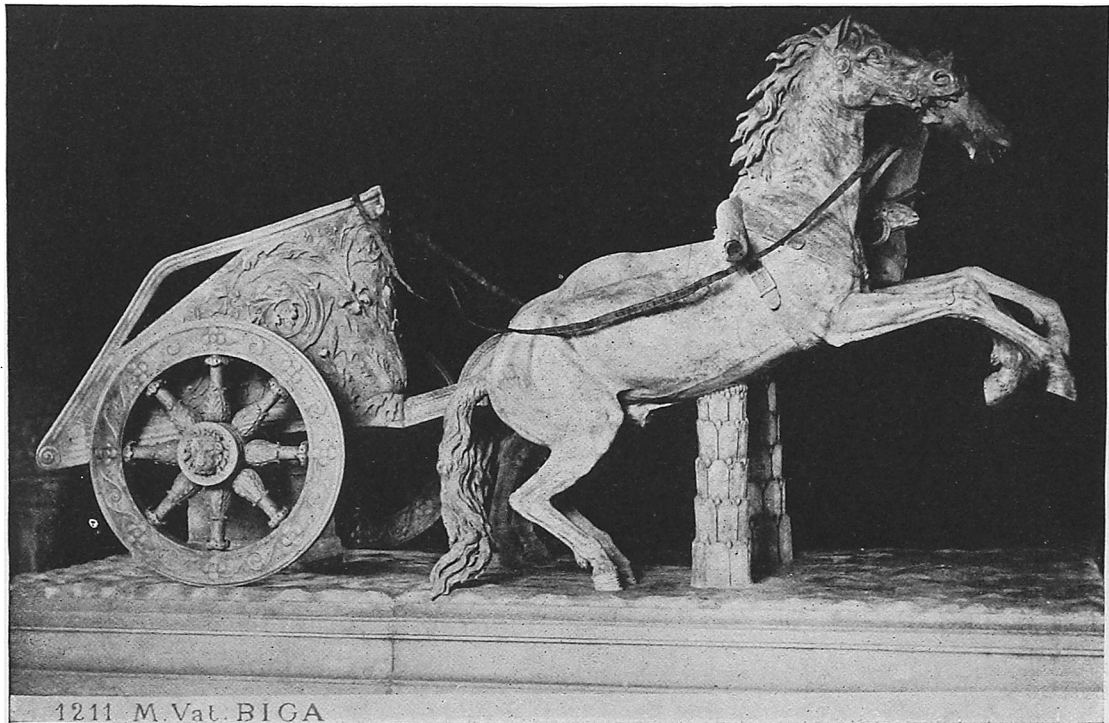
**D**RIVING has ever been a great sport from the days of the chariot race to those of the automobile speedway and it is most interesting to trace the evolution of the car for much of mirth and romance lies along the road.

Mechanical science has long conceded that the greatest invention of a single machine was that of the wheel. True enough it is the wheel that has increased speed and decreased distances, multiplied energy and eliminated time. Its first application to the purposes of travel still remains one of its most important. Today, indeed, is the day of wheeled vehicles for, with the perfection of a motive power adequate, efficient and ever-ready for the purposes of work or pleasure, wheeled vehicles have multiplied and traffic and travel alike received a stimulating impetus.

The automobile, in fact, is the great typical institution of our day. It has been shaped shaped them until one could not imagine mod- by our needs and desires and, in turn, it has

ern life going on without it. And yet though the number of cars has made for a certain democracy, the lineage and history of the pleasure vehicle is essentially aristocratic. Utilitarian and practical considerations have decided the destiny of the automobile to a very great extent, yet it has, nevertheless, grown steadily in elegance of line until the best of modern cars can really be classed as works of art in their line and this is a logical and natural evolution.

We have chosen for our illustrations types of pleasure vehicles such as have figured in the sport of Kings from the farthest ages until today. The Chariot is from a famed Italian museum and reproduces the earliest ideal of an elegant vehicle for pleasure driving. Most interesting are the coaches and carriages of the late eighteenth and early nineteenth centuries which are from old and valuable editions of a great print collection. They reflect much of the state of society in their day and will stir a responsive thrill in the hearts of



THE FIRST WORD IN PLEASURE VEHICLES

—Courtesy The Art Institute, Chicago

home fancier and automobile enthusiastic alike. The early automobiles which we show seem quaint and clumsy beside the finished product of our own time.

Not the least of those who catered to noble needs and royal whims in days gone by was the coach builder. This was, quite naturally, a matter of necessity since it is the rich and great who have ridden in chariots and coaches down all the long course of history. From the beginning the bodies and lines of horse drawn vehicles have been regarded carefully, worked out in harmony with the customs of the day and ornamented in accordance with its art.

The history of the carriage is most interesting. No doubt the earliest form of conveyance was a species of litter, or palanquin, borne between two horses or upon the shoulders of men. These, however, are things apart from the carriage proper, which evolved, in form if not in spirit, from the same source as all other wheeled vehicles—the heavy rollers placed beneath a rude platform for the carry-

ing of great loads.

The story of the development of the wheel is a chapter in itself, and is supposed to begin in Egypt, or perhaps in some of the older civilizations of the orient. These heavy rollers were, in time, lightened by cutting out the middle sections and inserting a beam of smaller dimensions through the two remaining end sections. This construction was, in time, further lightened by the cutting out of segments in the end sections, leaving a heavy rim and rude spokes. From time to time the wheel was improved until, in the days of Homer, we find it in quite a highly developed state.

The earliest of all wheeled vehicles was the cart—plebian founder, as it were, of an aristocratic family of vehicles. Too rude and rough for comfort it was used chiefly to carry loads, or in emergencies of travel. The earliest form of delicate or graceful carriage for the polite purposes of life was the chariot of antiquity, familiar to us all through the Bible pictures and illustrations of the classics. A



## THE OLD WAY AND THE NEW

very cumbersome and uncomfortable contrivance indeed, the chariot of antiquity must have been, without springs or cushions, or even a canopy, until this fashion was introduced from Gaul late in the history of Rome.

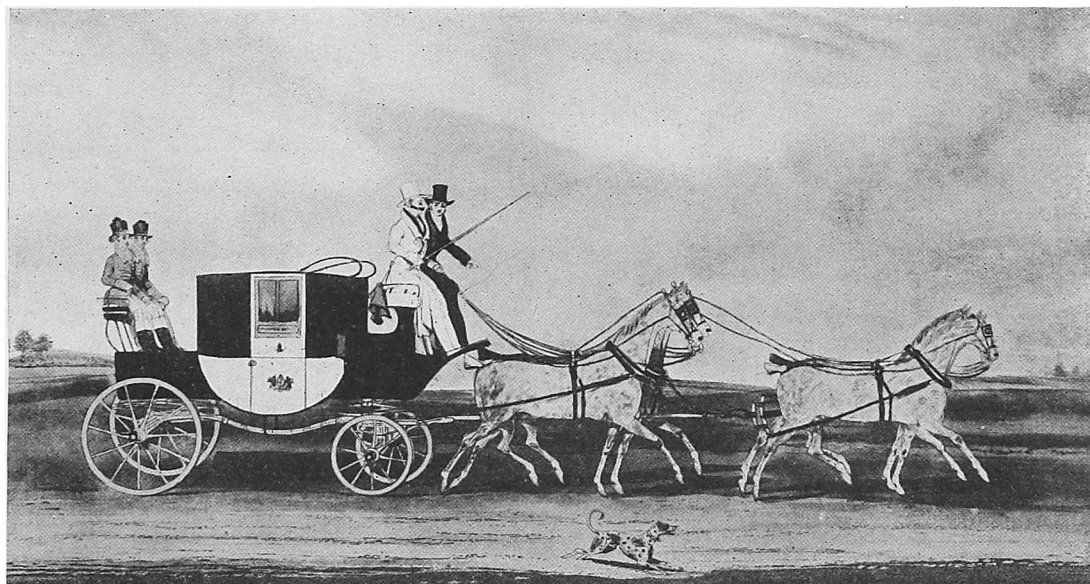
In view of the antiquity of the wheel and of wheeled vehicles the evolution of the carriage, or car proper, seems amazingly delayed when we read that its general use scarcely antedates the thirteenth century. What tortures and privations in travel our ancestors endured in the meantime we may only conjecture, but it does not require an especially lively imagination for that. From the thirteenth century light cars were much used in Europe and especially in Italy. They were regarded as "disgracefully effeminate," so we are informed, and their use was hardly to be tolerated even by women, if young and in good health. Men for the most part rode horseback, including the king and the pope, though the latter on occasions of ceremonial processions, had princes and even kings to lead his horses and hold his stirrups.

Gradually carriages came to be regarded with greater favor, owing to their adoption by royalty and the ease-loving nobility who readily followed suit; until at length the car-

riage became a mark of gentility, indicative of the standing of the family, which it has ever since remained. The first coach ever seen in England was made by Walter Rippon in 1535 for the Earl of Rutland. Concerning this vehicle exact details are wanting, though John Taylor, the water poet, has this much to say of it: "The first coach was a strange monster in those days, and the sight of it put both horse and man into amazement. Some said it was a crab shell brought out of China, and some imagined it to be one of the pagan temples in which cannibals adored the devil."

Queen Elizabeth soon ordered a state coach for her royal pleasure and a very gaudy, gilded and cumbersome affair it was, turned out by the same Walter Rippon. Stowe records how soon after the building of the queen's coach "Divers great ladies with great jealousy of the queen's displeasure made them coaches and rid in them up and down the country to the great admiration of all beholders; and then by little and little they grew usual among the nobility."

Nothing could make more amusing reading than the comments of moralists of the times upon this new fashion for coaches. Like every other fashion that has ever dared to rear its



FOUR-IN-HAND  
Engraved by Sutherland  
After painting by Pollard

—Courtesy Arthur Ackermann & Son, Chicago



HIS MAJESTY KING WILLIAM IV. TRAVELLING—VIEW HYDE PARK

Engraved by M. Dubourg, 1831  
After painting by Pollard

—Courtesy Arthur Ackermann & Son, Chicago

head, it came in for bitter denunciation, and was blamed for all the social and economic ills of the time. Writing in 1623 John Taylor says, "I think since Phaeton brake his neck never land hath endured more trouble or more molestation than this hath, by the continual rumbling of these upstart four-wheeled tortoises. When comes leather so dear, but by reason, or I should say, against reason of the multitude of carriage and coaches who consume and take up the best hides that can be gotten in the kingdom? By which means many honest shoemakers are either undone or undoing, and an infinite number of poor christians are enforced to go barefooted in cold winters. They have been the universal decay of almost all the best ash trees in the kingdom, for a young plant can no sooner peep up to any perfection, but presently it is fitted for the coach; nor a young horse bred of any beauty or goodness, but he is ordained from his foaling to the service of the coach, and if it be

considered in the que, a coach or carriage are engines of pride, which no one can deny to be of the seven deadly sins. The superfluous use of coaches hath been the occasion of many vile and odious crimes; as murder, theft, cheatings, hangings, whippings, pillories, stocks and cages; for housekeeping never decayed till coaches came into England."

These accusations of extravagance and infringement upon the sacred occupation of housekeeping have a familiar ring to our ears today accustomed as they are to similar outpourings against horseless vehicles. Coaches and carriages, however, increased and multiplied despite the carping of critics and the railing of would-be reformers, as usual reactionaries and retrogressionists. Wheeled vehicles of all kinds had become fairly common by 1694, when there were seven hundred coaches in London alone. It was about this time that the Duke of Buckingham introduced from France what was then regarded as a still

## THE OLD WAY AND THE NEW

more extravagant and dangerous fashion, the use of the Sedan chair. In 1711 two hundred Sedan chairs were licensed in London, plying at a fare of one shilling per mile.

Coach and carriage building from the days of good Queen Bess grew to be an important industry, possibly employing many of the shoemakers whom John Taylor complains had been thrown out of work, and certainly stimulating the growth of leather and timber, and the progress of metal working and mechanical trades.

The family carriage is associated in every mind with the nobility and gentry, just as the state coach has become an essential appurtenance of royalty. These state coaches were usually fearfully and wonderfully made with gold and silver, overlaid upon wheels and axles, rich carvings, gilding and paintings upon the bodies and heavy brocades, velvets and satins in cushions and curtains.

The old stage coach took on the lines of the state coach, though with larger proportions. It rumbles through our literature of the past, adding a picturesque element of romance and adventure. Quaint tales are related of the old stage coach driver; how he loitered along through country roads, but lashed his steeds into a fine burst of speed upon entering a town, bringing them in foam-flecked and with heaving sides, as though he had driven them like mad throughout the whole journey. Then fresh horses replaced the tired ones and the journey is resumed, carrying with it all the romance and excitement of adventure.

Later came the brougham, the victoria, the station wagon, phaeton, trap and carriage or "buggy," pride of the elegants of great cities, or delight of the village and countryside.

Where now are these stately carriages, the smart trap, the easy runabout, the good old horse and buggy? They have joined the long



THE OLD GREY LOOSED HIS TRACE AGAIN!  
Painted by C. B. Newhouse, 1893

—Courtesy Arthur Ackermann & Son, Chicago



*THE LIVERPOOL UMPIRE*  
Engraved by G. Hunt  
After painting by J. Pollard

—Courtesy Arthur Ackermann & Son, Chicago

procession, headed by the chariot, toward the realm of things past, and all but forgotten. A horse-drawn conveyance of any sort upon the boulevards or in the park of a modern city either looks amusingly rural or gives a quaint suggestion of ladies and gentlemen of the old school.

The history of the horseless vehicle is too recent to require recounting, as it forms a part of the memory of every one now living, but with the car shown in our frontispiece the curtain rises on a new stage of motor development and achievement. This is the vehicle whose record-breaking feat of crossing the continent in high gear has become historic. Up dangerous mountain grades and through slippery and treacherous alkali

mud it kept upon its way without a halt or breakdown.

The touring that such cars make possible goes a long way toward linking every remote part of our great country into true unity of thought, speech and sentiment. The trails over which the "forty-niners" toiled for months in discomfort and dread these modern, high-speed cars can cover in a matter of days—days of pleasurable excitement, comfort, luxury, security and ease.

Motoring with such cars has superseded coaching as the gentleman's amusement par excellence. It is travel in its first and most alluring aspect with the last appliances for comfort, safety and speed. These cars represent man's conquest of natural forces which, following his conquest of the animal

world, has been the final step in human evolution.

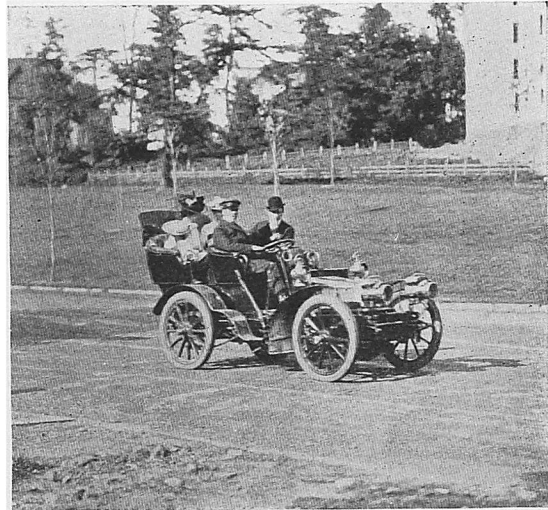
With the increasing popularity of motor-ing more and more attention has been given each season to body lines. At first high and awkward and suggestive only of a series of boxes, the motor body has gradually developed in grace as well as comfort and convenience until, today, the best designed cars look the part of the vehicles of speed which they are. Ships and boats long ago achieved a true picturesqueness through the grace and appropriateness of their lines, one which art has recognized in innumerable sea scenes.

Carriages and coaches, too, after a few generations of evolution, arrived at the stage when art could accept them as the motive for a picture. Old coaching prints are among the treasures of collectors and many fine paintings have involved royal equipages.

It was therefore only to be expected that the automobile would, in time, come into its own as "a thing of beauty" suggestive of its inherent great power and speed. The new models of a truly high-grade car, which we illustrate herewith, show how much a sympathetic and intelligent designer can achieve along significant lines.

The pointed radiator gives the same sharp cutting effect as the prow of a boat, an effect which is aesthetic because scientific. It suggests the cleaving of the air as the car speeds along and it has been found to provide better ventilation to the radiator.

The long hood is significant of the great power of the twelve-cylinder engine, the light, but strong, wire wheels suggest fleetness; the roomy seats and deep cushions and powerful springs suggest comfort and make all roads easy. The stream lines give the feeling of a projectile, affording, as they do, the least amount of resistance to the air. In fact there is a smoothness and completeness about this car never before attained in any automobile. There is a total and elegant absence of excrescences or extraneous accessories strapped on at side or back. Even the top, instead of projecting beyond



THE PLAYTHING OF THE WEALTHY  
*A Forty-Horsepower French Motor Car*

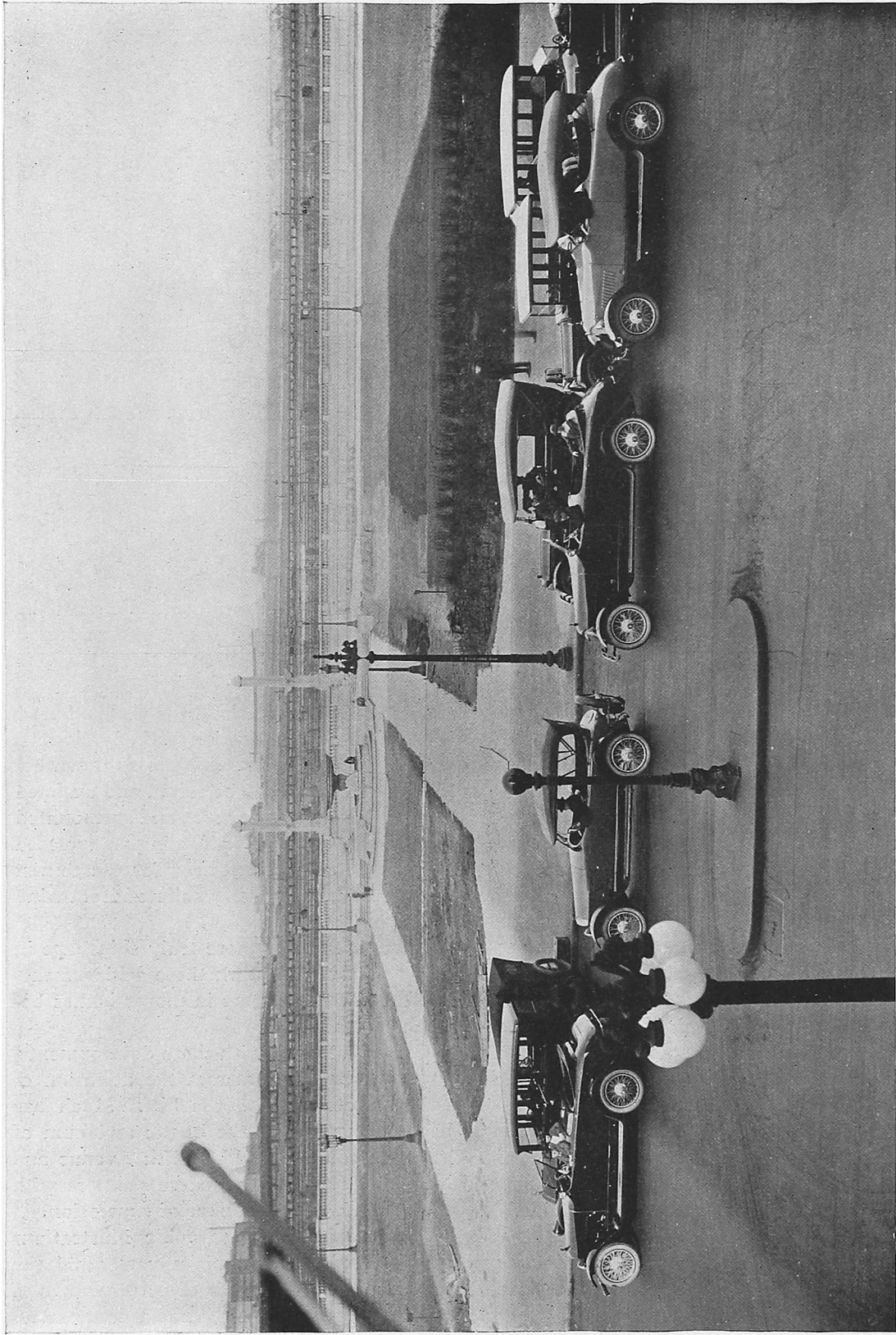
the body to be buttoned into a boot, folds neatly down into the body which closes in closely and smoothly over it. Beneath the car a compartment carries an extra tire and a wheel with a tire so that nothing is added as an afterthought to suggest makeshift expedients. It truly reflects the realization of the ultimate in perfection of body lines, a feature being a panel which folds down behind the front seat to be raised and clamped in place before the rear seat and surmounted by a wind shield, thus affording an enclosed and protected compartment for the tourist in the rear who formerly suffered from wind and dust.

Never was a car more truly shipshape in every particular. With these achievements it would seem that art in motor bodies became standardized.

One wonders if, with these developments, cars will begin to attract the attention of painters, etchers and the like. Much has been gotten out of the bustle and hum of great thoroughfares like Fifth Avenue and Michigan Avenue by modern painters with their broad, active manner of expression.

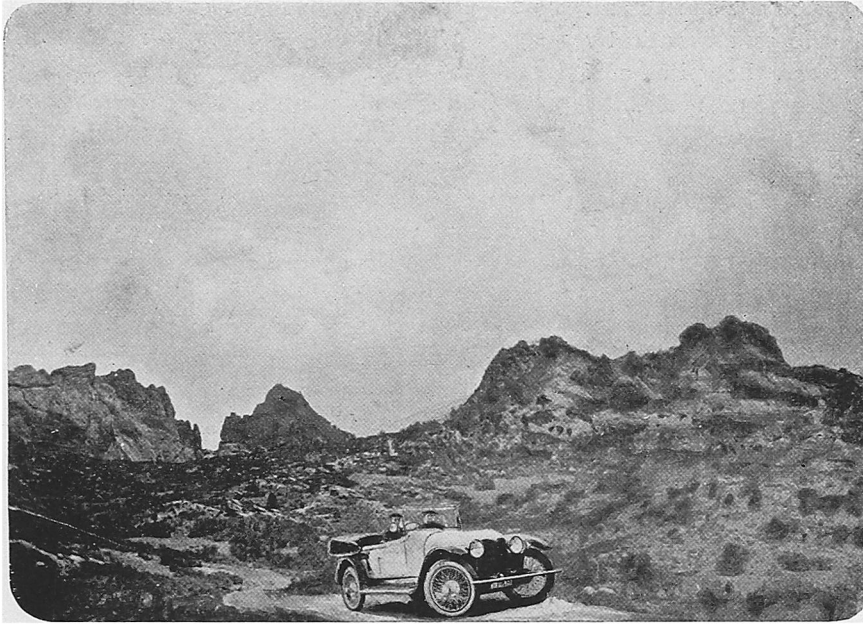
However, the photographic illustrations herewith of most exquisite cars amid the loveliest of scenery hint of better things to come along this line. What a contrast in-





SCENE ON MICHIGAN BOULEVARD WITH THE RECENTLY COMPLETED BOULEVARD PROMENADE WHICH IS A PART OF THE "CHICAGO BEAUTIFUL PLAN" TO BEAUTIFY THE LAKE FRONT

Note the four  
Pathfinder Cars  
shown in this view



TOURING SCENE IN THE SIERRA NEVADA MOUNTAINS SHOWING A SAW-TOOTH SUMMIT NEAR LUCKY BOY GRADE, NEVADA

—Courtesy The Pathfinder Company

most highly developed methods of travel. The whole story of our civilization is told in these two panels, from the slow and rigorous days of pioneering to the smoothly geared and swiftly speeding present of unbelievable freedom and enjoyment.

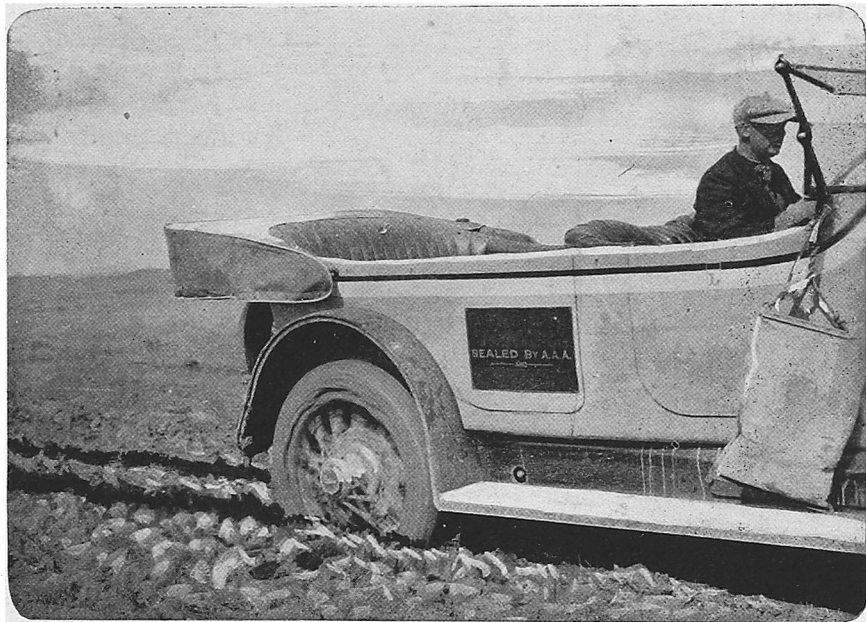
In the middle panel we observe how appropriately may old and new pictorial symbols combine. Wing-footed Mercury, messenger of the gods and himself

deed is here offered between the last and more delightful achievement of man and the background of the eternal hills.

The car has always been a joy forever making for health, happiness and content in families and pleasant social relations between friends. With the perfection of lines achieved in these new models it becomes, truly, a thing of beauty and, perhaps, a theme for art.

The tryptic at the close of our story indeed indicates the artistic possibilities of a well-designed car with its fascinating contrasts of the crudest and

the deity of speed, offers with swart Labor the crowning triumph of mechanical art to the Goddess of Liberty and civilization. Nor do we find one jarring note in the cen-



A PATHFINDER CAR SHOWN PULLING THROUGH WET "DOBE AND ALKALI" IN WYOMING IN HIGH GEAR

—Courtesy The Pathfinder Company

## THE EVOLUTION OF THE CAR

tral motive of the composition, a superb and speedy, marvelously made and beautifully designed modern motor car, the epitome of civilization, the Pathfinder of progress.

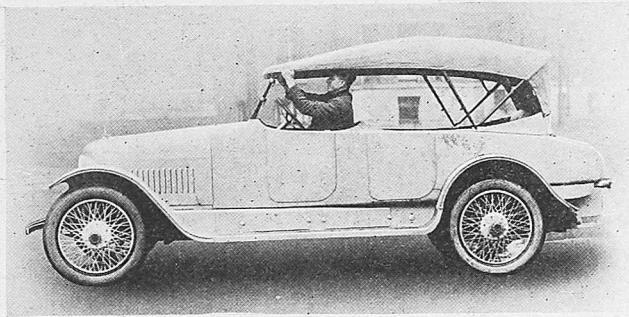
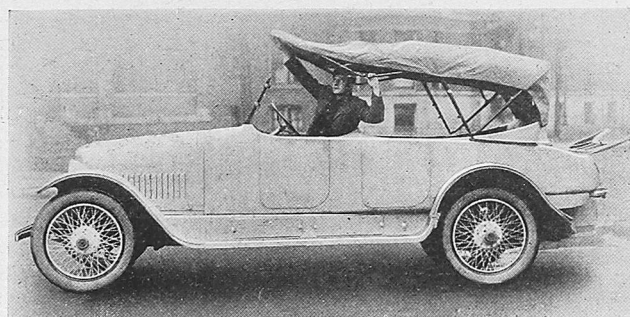
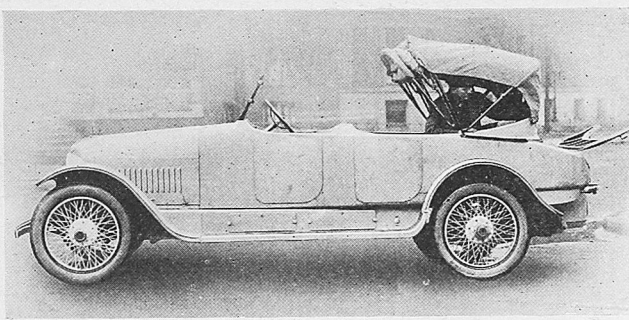
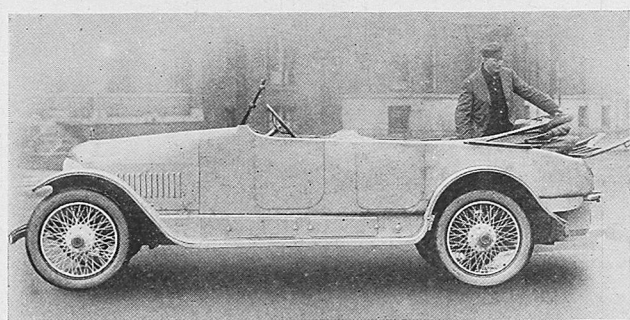
We do not know what the future may bring forth but it would seem indeed difficult to surpass the present day achievements in motor cars, either from the standpoint of utility or beauty. What more could be desired in the way of travel it is impossible to imagine.

However, next year's models, like next year's styles, will probably continue to allure us. Problems of power and speed will always engross inventive minds and no one can say what the possibilities of future inventions may be.

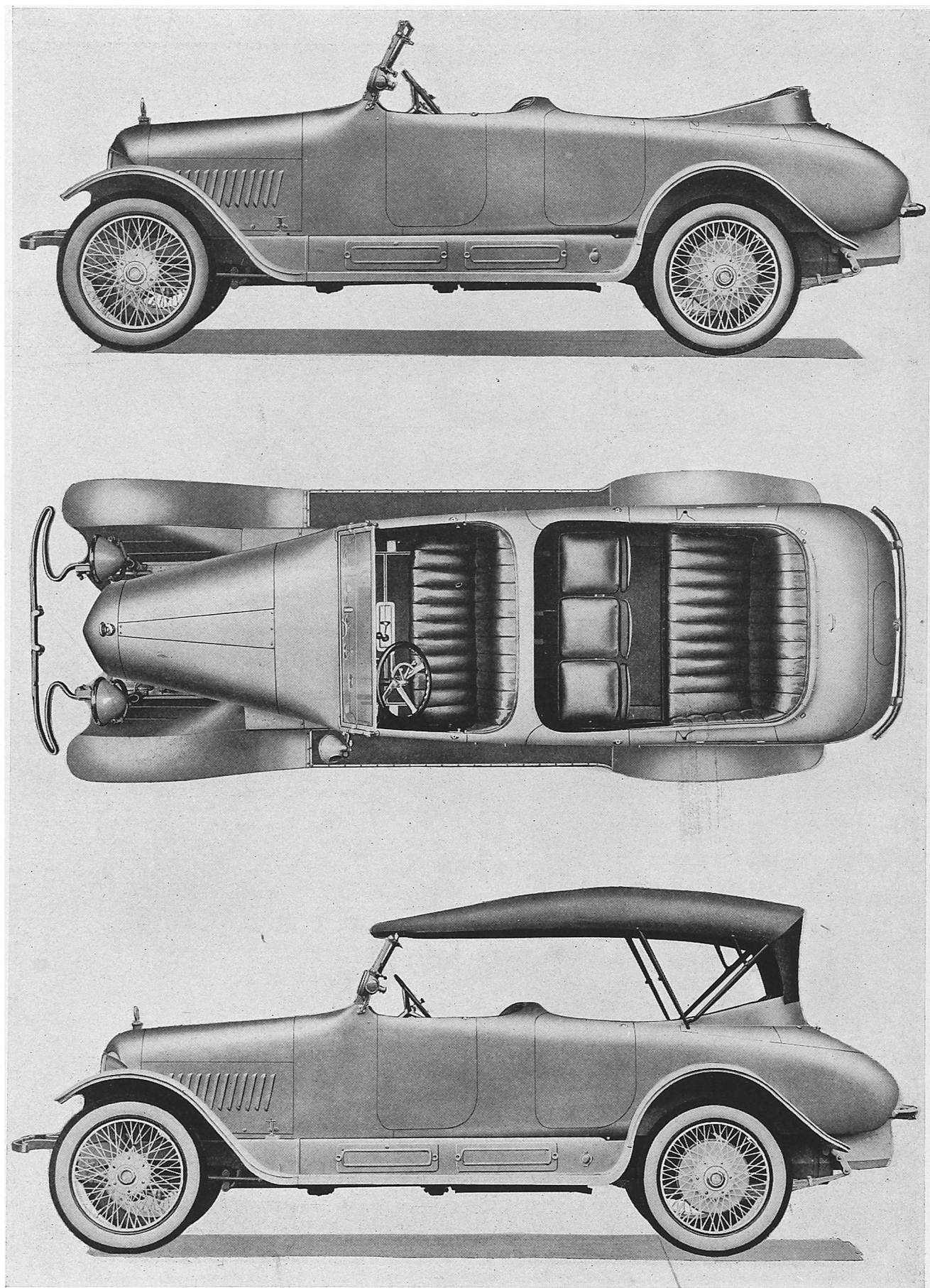
However, for the present we may be content to feel that we are living in an age of luxurious conveniences, wherein travel is a joy and that the one primitive kingdom of the great outdoors has been restored to us to enjoy in the greatest possible ease and comfort through perfection of the modern motor car.







Pathfinder Twin Six Disappearing Top



Pathfinder Twin Six 1917 Model



# Press Notes of Interest to Twin Six Pathfinder Owners

## PATHFINDER CROSSES NATION IN HIGH GEAR.

Los Angeles Times.

COMPLETING one of the most remarkable demonstrations of efficiency and endurance in the history of automobile manufacture, a Pathfinder twelve-cylinder touring car arrived in New York at 1 p. m. on August 1, having traveled 4,901 miles from San Diego in high gear. And to make the epoch-marking event more spectacular the machine was driven out to the Sheepshead Bay speedway in New York and put through a speed test to demonstrate that the gear ratio was standard, and in this trial the car attained a maximum speed of 60.7 miles an hour.

From the moment that the Pathfinder was sent away from the San Diego exposition grounds on July 3 until it reached New York, nearly 5,000 miles distant, the transmission was never touched, and the original seals placed on the car by Al G. Waddell, contest board member of the American Automobile Association, were intact when the examination was made in New York by A. A. A. representatives.

Before the start the Pathfinder twelve was tested by A. A. A. Representative Waddell and was found to be of stock construction throughout. All gears except reverse and high were removed and the transmission case sealed. The car was then sent away on its momentous journey with Walter A. Weideley, pilot, and Heinie Schuller as relief driver. They traversed the Coast route to Los Angeles and then continued on to San Francisco, from which city they took up the Lincoln highway and headed eastward.

Bad roads in Utah, Wyoming and Colorado, mountain passes and steep grades were encountered and conquered; and in the large cities along the route the Pathfinder was accorded triumphal processions.

Despite the doubtful predictions of thousands of veteran motorists, who believed a transcontinental trip in high gear to be impossible, the Pathfinder road conquerers tackled the monumental task, and their safe arrival in New York, with the seals on the transmission case intact, brought to an end what is without question the most remarkable performance of endurance in the history of motordom.

And, what is more remarkable, the car arrived in New York with Los Angeles air in three of the tires, one having been punctured near Kearney, Neb. All four original Goodrich casings were on the car, a tube having been replaced in the punctured tire.

## Economy on Tires and Gas.

While speed and other points were held secondary to the determination to ride from the Pacific to the Atlantic in high gear, the car displayed phenomenal qualities in tire economy and fuel consumption, averaging in excess of eleven miles to the gallon of gasoline.

Upon the arrival of the car in New York, the officials of the American Automobile Association subjected the Pathfinder to a rigid examination to determine positively that every part of the machine was strictly stock and even a speed test on the Sheepshead bay course was resorted to as a means of determining that a special low gear was not used in the cross-country run for hill climbing purposes. A speed of 60.7 miles an hour with a stock car after nearly a month of grueling work over roads of all descriptions adequately proved the power, endurance and rapid flight of the Pathfinder twelve.

The news of the successful accomplishment of the transcontinental trip was a source of keen delight to George I. Lufkin, Southern California distributor of Pathfinder cars, who was largely instrumental in launching such an ambitious undertaking.

## CHICAGOAN MAKES CROSS COUNTRY TRIP.

New York Morning Telegraph, May 27, 1917.

W. C. Proehl, a Chicago capitalist, owner of a Pathfinder Twelve, has the honor of probably being the first cross-country tourist of the year 1917. Early in January he drove his touring car from Chicago to Jacksonville, Fla., regardless of the fact that at that time of the year the roads between these points are considered impassable.

His route included Indianapolis, Louisville, Atlanta, and not once during the trip did he encounter roads that the powerful twelve-cylinder Pathfinder did not negotiate.

"This was a phenomenal trip," states Mr. Proehl. "In Florida I encountered a road that had not had a motor car over it for months and in one place I had to chop down trees to make a passage. I shipped my car when I was to return to Chicago and would not suggest to any one that they make this trip until the roads are opened in June. I averaged over twelve miles to a gallon of gasoline and over 800 miles on a gallon of oil. The Pathfinder Twelve is without question one of the most powerful cars built. I have owned five cars previous to the Pathfinder and am frank to admit that I did not know what a real motor car was before."

# Pathfinder Press Notes Continued

## PATHFINDER SHOWS "KING OF TWELVES."

Philadelphia Public Ledger.

"Pathfinder, the Great, King of Twelves," is the name of the most famous car of the Pathfinder Company, for which the Hetherington Motor Company, 5 North Twenty-first street, is distributor.

It, with a stripped chassis, a roadster and a closed car, is on exhibition at the Automobile Show. The roadster is featured by a concealed top. The closed car is the Pathfinder Berline Limousine, something brand-new from the factory, and it is considered a superb creation in coach making, furnishing and interior decorating. It is supplied with extra seats, folding forward, that are concealed when not in use; an automatic dome and footlights; wire wheels, and a dozen other unique accessories.

The Cloverleaf Roadster is considered a symphony of lines and blending curves. It is finished in combination of pearl gray or wine or red or blue.

## 100 MOTOR CARS TO BE SUPPLIED TO RUSSIA.

New York Times, January 10, 1917.

Claude M. Nankivel, of this city, has just purchased from W. E. Stalnaker, vice president and director of sales of the Pathfinder Company, 100 twelve cylinder seven-passenger touring cars for immediate shipment to Moscow, Russia. The Pathfinder Company is working day and night getting this big order, which is said to be the largest single shipment of pleasure cars to a foreign country, ready for delivery. The cars are being packed in weatherproof boxes, lined both inside and out with special tar paper. The mammoth shipment, consisting of two trains of twenty-five freight cars each, will go via the Canadian Pacific railroad to Vancouver, B. C., where space has been reserved and is now being held in steamships for Vladivostok, Russia.

## HILANDS MAKES RECORD RUN.

Brooklyn Eagle, January 3, 1917.

J. P. Hilands, president of the Pathfinder Automobile Company of New York, recently made a trip from New York to the factory at Indianapolis in his twelve-cylinder Pathfinder, leaving at 6 o'clock Saturday morning and arriving shortly before 7 Monday morning. He says the car averaged 13 miles to the gallon of gasoline, throughout the entire trip of 802 miles.

## NEW PATHFINDER TWELVE MEETS APPROVAL AT SHOW.

The Philadelphia Press, Feb. 11, 1917.

The new twelve-cylinder, seven-passenger touring roadster which the Pathfinder Company exhibited for the first time at the Grand Cen-

tral Palace, New York, proves that America is the dictator of motor car styles today.

New models are annually launched by the manufacturer today in Midsummer, but W. E. Stalnaker, vice-president of the Pathfinder Company, realizes the importance of New York's opinion and approval, held this model for the New York National Automobile Show.

With its massive hood, sloping rear end, and concealed top and concealed spare wheel and tires, this new model is a radical departure from the conventional type of motor cars.

It strikes the observer as especially new and different, because the rear end of motor cars has not undergone any changes on five or seven-passenger models since the rear entrance door was abandoned years ago, practically since the inception of the automobile industry.

## TWIN SIX HOLDS PERFECT SCORE.

San Francisco Chronicle, July 16, 1916.

The Pathfinder "twin-six" which passed through San Francisco several days ago on a high-gear test between San Diego and New York city, is steadily plugging Eastward, and, according to the late reports received by the Arnot & Presley Co., Northern California distributors of the line, from Green River, close to the Utah State line, the car has still a perfect score.

Walter Weideley and Heinie Schuller, who are piloting the car, report that they experienced little difficulty in negotiating the rough and sandy roads of both Nevada and Utah; and, although the weather was extremely hot, the car pulled through the rough going without a mishap.

Practically the worst roads of the journey are now over and the pilots feel confident that they will succeed in their remarkable demonstration of the flexibility of the Pathfinder "twin-six" motor.

## PATHFINDER BREAKS RECORD.

New York Evening Post, January 11, 1917.

A Pathfinder stock touring car, driven by Edmund Yost, a Pathfinder owner of Allentown, Pa., broke the record from Allentown to Philadelphia, a distance of fifty-nine miles, by over fifteen minutes, making this distance in sixty minutes and twelve seconds. A similar car also recently won an important event in the Wilkes-Barre Giants Despair Hill Climb.

## ANOTHER PATHFINDER RECORD.

New York Evening World, June 6, 1917.

Reports from the Pathfinder Company show that the demand for the Pathfinder touring roadster with concealed top spare wheel were 78 per cent greater than for the standard model last year. Not a single order has been cancelled because of war conditions, but in almost every city specifications have been increased.